

1 of 7

Rep Firm	
Sales Office (	) PHILADELPHIA
Salesperson (	) AMY MCCREARY
Salesperson Phone#	215-568-6540
Salesperson FAX#	215-568-1845

SC=\*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	W-F	5A-6A	NEWS	:30	\$300.00	10/03-10/05	6	1	6	\$1,800.00	
		Buyline Comment: NEWS										
	2	M-TU	5A-6A	NEWS	:30	\$300.00	10/08-10/09	4	1	4	\$1,200.00	
		Buyline Comment: NEWS										
	3	M-TU	6A-7A	NEWS	:30	\$450.00	10/08-10/09	4	1	4	\$1,800.00	
		Buyline Comment: NEWS										
	4	W-F	6A-7A	NEWS	:30	\$450.00	10/03-10/05	6	1	6	\$2,700.00	
		Buyline Comment: NEWS										
	5	W-F	7A-9A	TODAY	:30	\$600.00	10/03-10/05	6	1	6	\$3,600.00	
		Buyline Comment: TODAY										
	6	M-TU	7A-9A	TODAY	:30	\$600.00	10/08-10/09	4	1	4	\$2,400.00	
		Buyline Comment: TODAY										
	7	M-TU	9A-10A	TODAY2	:30	\$275.00	10/08-10/09	2	1	2	\$550.00	
		Buyline Comment: TODAY2										
	8	W-F	9A-10A	TODAY2	:30	\$275.00	10/03-10/05	3	1	3	\$825.00	
		Buyline Comment: TODAY2										
	9	W-F	10A-11A	TODAY 3	:30	\$225.00	10/03-10/05	3	1	3	\$675.00	
		Buyline Comment: TODAY 3										
	10	M-TU	10A-11A	TODAY 3	:30	\$225.00	10/08-10/09	2	1	2	\$450.00	
		Buyline Comment: TODAY 3										

Station	KSNV-TV LAS VEGAS, NV.			Agency	( ) STRATEGIC MEDIA SVCS			Rep Firm				
Advertiser	( ) HELLER FOR SENATE				3299 K STREET NW SUITE #200			Sales Office	( ) PHILADELPHIA			
Product	HELLER FOR SENATE				WASHINGTON, DC 20007			Salesperson	( ) AMY MCCREARY			
Estimate#				Agency C/P1/P2/E				Salesperson Phone#	215-568-6540			
Buyer	NEIL WILLIAMS			Flight Dates	10/03/2012 - 10/09/2012			Salesperson FAX#	215-568-1845			
Phone#				Hiatus Weeks								
Fax#												
LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	11	M-TU	11A-12P		:30	\$225.00	10/08-10/09	2	1	2	\$450.00	
				Buyline Comment: RR								
	12	W-F	11A-12P		:30	\$225.00	10/03-10/05	3	1	3	\$675.00	
				Buyline Comment: RR								
	13	W-F	12P-1230P		:30	\$275.00	10/03-10/05	3	1	3	\$825.00	
				Buyline Comment: NEWS								
	14	M-TU	12P-1230P		:30	\$275.00	10/08-10/09	2	1	2	\$550.00	
				Buyline Comment: NEWS								
	15	M-TU	1230P-1P		:30	\$225.00	10/08-10/09	2	1	2	\$450.00	
				Buyline Comment: AGENDA								
	16	W-F	1230P-1P		:30	\$225.00	10/03-10/05	3	1	3	\$675.00	
				Buyline Comment: AGENDA								
	17	W-F	1P-2P		:30	\$275.00	10/03-10/05	3	1	3	\$825.00	
				Buyline Comment: DAUS								
	18	M-TU	1P-2P		:30	\$275.00	10/08-10/09	2	1	2	\$550.00	
				Buyline Comment: DAYS								
	19	M-TU	2P-3P		:30	\$225.00	10/08-10/09	2	1	2	\$450.00	
				Buyline Comment: DRS								
	20	W-F	2P-3P		:30	\$225.00	10/03-10/05	3	1	3	\$675.00	
				Buyline Comment: DRS								
	21	W-F	3P-4P		:30	\$300.00	10/03-10/05	3	1	3	\$900.00	
				Buyline Comment: PHIL								



**Showing Buylines: All Lines**

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	33	M-TU	730P-8P	FACE Buyline Comment: FACE	:30	\$450.00	10/08-10/09	2	1	2	\$900.00	
	34	W-F	730P-8P	FACE Buyline Comment: FACE	:30	\$450.00	10/03-10/05	3	1	3	\$1,350.00	
	35	TH	11P-1135P	NEWS Buyline Comment: NEWS	:30	\$775.00	10/04-10/04	1	1	1	\$775.00	
	36	M	11P-1135P	NEWS Buyline Comment: NEWS	:30	\$775.00	10/08-10/08	1	1	1	\$775.00	
	37	M-TU	1135P-1235A	TON SHOW Buyline Comment: TON SHOW	:30	\$275.00	10/08-10/09	2	1	2	\$550.00	
	38	W-F	1135P-1235A	TON SHOW Buyline Comment: TON SHOW	:30	\$275.00	10/03-10/05	3	1	3	\$825.00	
	39	M	8P-10P	VOICE Buyline Comment: VOICE	:30	\$2,400.00	10/08-10/08	1	1	1	\$2,400.00	
	40	TU	8P-9P	VOICE Buyline Comment: VOICE	:30	\$2,400.00	10/09-10/09	1	1	1	\$2,400.00	
	41	TH	10P-11P	ROCK CENTER Buyline Comment: ROCK CENTER	:30	\$2,100.00	10/04-10/04	1	1	1	\$2,100.00	
	42	F	10P-11P	DLINE Buyline Comment: DLINE	:30	\$2,100.00	10/05-10/05	1	1	1	\$2,100.00	
	43	SA-SU	11P-1135P	NEWS Buyline Comment: NEWS	:30	\$750.00	10/06-10/07	2	1	2	\$1,500.00	



Station KSNV-TV LAS VEGAS, NV. Agency ( ) STRATEGIC MEDIA SVCS Rep Firm ( ) PHILADELPHIA  
 Advertiser ( ) HELLER FOR SENATE 3299 K STREET NW SUITE #200 Sales Office ( ) AMY MCCREARY  
 Product HELLER FOR SENATE WASHINGTON, DC 20007 Salesperson ( )  
 Estimate# NEIL WILLIAMS Agency C/P1/P2/E Flight Dates 10/03/2012 - 10/09/2012 Salesperson Phone# 215-568-6540  
 Buyer NEIL WILLIAMS Hiatus Weeks Salesperson FAX# 215-568-1845  
 Phone#  
 Fax#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	55	SU	4P-515P	Buyline Comment: FNIA	:30	\$1,600.00	10/07-10/07	1	1	1	\$1,600.00	
	56	SU	515P-830P	Buyline Comment: SNF	:30	\$8,000.00	10/07-10/07	1	1	1	\$8,000.00	
	57	SU	8P-9P	Buyline Comment: SNF-POSTGAME	:30	\$6,500.00	10/07-10/07	1	1	1	\$6,500.00	
	58	SU	1130P-12A	Buyline Comment: SPORTS NIGHT	:30	\$200.00	10/07-10/07	1	1	1	\$200.00	

**---REPORT TOTALS---**  
 Report Totals: 134 / \$82,725.00

**---SALES MONTHLY TOTALS---**

Oct 12: 134 / \$82,725.00  
 Sales Totals: 134 / \$82,725.00  
 Station Totals: 134 / \$82,725.00  
 Lines not sent/rcld/rtrn: 0 / \$0.00

**---COMPETITIVE---**  
 Market Totals \$285,253

CATV 0%	KBIR 0%	KINC 0%	KLAS 26%	KSNV 29%
KTNV 18%	KTUD 1%	KVCW 1%	KVMY 1%	KVVU 24%
XXXX 0%				

**---COMPETITIVE COMMENTS---**

NEW ORDER  
 EST SHARES

Books NOV12  
 Demos RA35+

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Estimate# Buyer NEIL WILLIAMS Agency C/P1/P2/E 10/03/2012 - 10/09/2012 Salesperson Phone# 215-568-6540  
Phone# Hiatus Weeks Flight Dates Salesperson FAX# 215-568-1845  
Fax#

— CREDIT RISK —  
CASH IN ADVANCE